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1 The present invention is a wireless device, such as a pager that has an identity, such as a frequency. The wireless device is provided for notifying a user of a source of a page, such as a telephone number, directed specifically to the identity of the wireless device. The wireless device includes a housing, a display attached to the housing, a driver connected to the display for causing indicia to appear on the display, a controller, such as a microprocessor connected to the driver for sending to the display a signal comprising indicia to appear on the display, a memory that is preprogrammed with advertising indicia, and a receiver connected to the controller for receiving a page signal directed specifically at the identity of the wireless device and for communicating the page signal to the controller. When the controller receives the page signal received by the receiver, the controller sends to the driver a signal comprising the advertising indicia preprogrammed in the memory for causing the display to display the advertising indicia. The controller will then send to the driver a signal comprising an identification of the source of the page for display on the display. A method is also provided in relation to the use of the wireless device.